



**City of Kerrville**

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**FOR IMMEDIATE RELEASE**

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**Mardi Gras on Main to be held March 4, 2014**

**Tickets on sale now**

**Kerrville, Texas (February 6, 2014)** – Mardi Gras is right around the corner and will be held in an exciting new location this year – downtown Kerrville! The tradition began in Kerrville in 2005 as a celebration of fine food, fine music, and fine wine celebrated Texas style. Mardi Gras will be held on Fat Tuesday, March 4, 2014 from 6:00 p.m. – 9:00 p.m. on the block of Earl Garrett from Main Street to Water Street. Tickets are \$30 per person which includes admission, entertainment, food, and a commemorative wine or beer glass. The event will have a cash bar with excellent choices of wine and the following varieties of beer - Texas Red, Lobo Lito, Austin Amber, Ugly Pug and Six Point IPA. Tickets can be purchased at City Hall, located at 701 Main Street or onsite at the event.

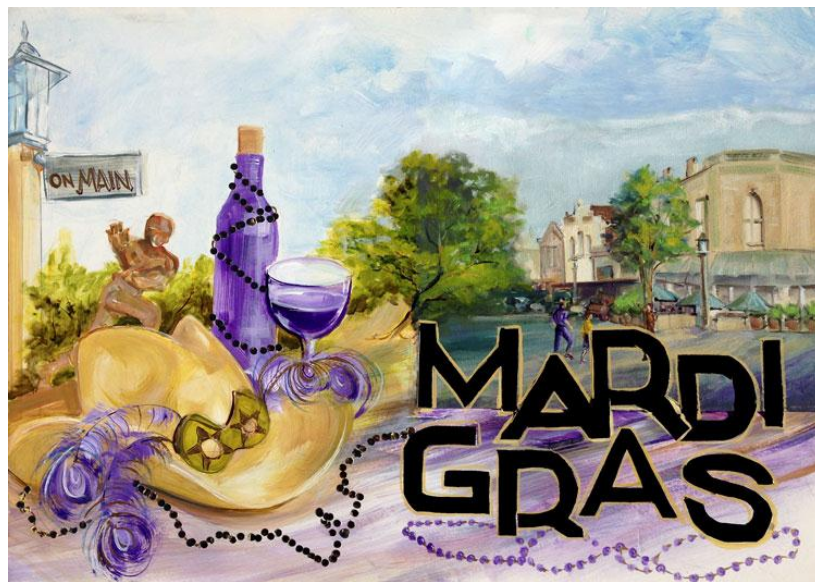
Kerrville Main Street has brought back the Event Poster and Signature Wine this year. The Mardi Gras committee selected Kerrville Hills Winery's *Purple Cab* as the signature wine for 2014. This 2009 Cabernet Sauvignon is a soft well-balanced Cabernet with a spicy chocolate aroma, and a rich plum flavor with a hint of caramel. *Purple Cab* has won medals in competitions in Houston, Dallas, San Antonio and Finger Lakes, and was selected as the

favorite wine (People's Choice) out of over 75 wines at the 2013 Dripping With Taste Festival! The Signature Wine will be available at the bar and will also be available to purchase by the bottle at the event to take home. Linda Ehrenreich was the selected artist for the Signature Poster. Her artwork will be featured on the Signature Wine bottle labels and will be displayed at the event. Posters will be available for purchase as well.

Delicious food will be provided by local restaurants such as Rails, Grape Juice, Francisco's, Yeo-bo's, Conchita's, Inn of the Hills, and more. The promenade will feature a royal court of professional leaders in Kerrville and will be topped off with the crowning of the King and Queen of the 2014 Mardi Gras so be sure to vote for your favorite at the event! Information on the prestigious court candidates will be released soon. The event will have both a silent and live auction. Get ready all you Robert Earl Keen fans, one neat live auction piece will be an electric guitar signed by Kerrville's very own Robert Earl Keen!

All attendees are encouraged to wear a mask or don costumes in the spirit of the Mardi Gras festivities. Kerrville Main Street would like to extend a big "thank you" to our major sponsors for making this event such a success - Crenwelge Motors, Inn of the Hills Resort and Conference Center, Y.O. Ranch Hotel and Conference Center, Guadalupe National Bank, and KPUB!

For additional information contact Ashlea Boyle, Special Projects Manager at 830.258.1153 via e-mail to [ashlea.boyle@kerrvilletx.gov](mailto:ashlea.boyle@kerrvilletx.gov) or visit the city's website at [www.kerrvilletx.gov](http://www.kerrvilletx.gov).



2014 Signature Art by Linda Ehrenreich

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